

Sign Committee Meeting Minutes
September 4th, 2008

Members Present

Rocky Scarfone, Dan O'Shea, Ed Wolverton, Marsh Prause, John Allen, John Lomax, Betty Cone, and Mary Skenes

Members Absent

Daron Sellers, Matt Frankland, Mac Sims Clarke Martin, Steve Branch, Scott Johnson, and Benjamin Briggs

Staff Present

Rawls Howard and Dick Hails

Review of Meeting

- Staff reported that the Off-Premise Sign sub-committee has not met by the time this meeting took place and that a full report would be forthcoming at the next meeting.
- Hails gave a report from the On-Premise Sign sub-committee meeting.
- Staff indicated that a study was underway involving the mapping of nonconforming billboards in the City. Discussion was made as to the option of opening up the SC and GB zoning districts to billboards with significant design and compatibility criteria. The committee indicated that the map would provide further information as to the feasibility of this happening. Lomax brought up for discussion the idea of "licensing" these signs instead of permitting them. Other matters for consideration of off-premise signs in these location included not allowing freestanding billboards and/or having them fit into the same design scheme as the on-premise signs on-site. Other methods of approval that were discussed were SUP approval to allow for community input. Staff indicated that these issues would be brought up further in the sub-committee meetings and a report would be brought back.
- The committee began to move into the discussion of Electronic Changeable Copy (ECC) signs. O'Shea brought up the motion to implement language for digital billboards in the City that are the same as the state's requirements. The committee agreed that the digital billboard standards regarding display should mirror that of the NC State regulations; specifically:
 - Digital billboards shall contain a static message only,
 - There shall be a 8 second delay between messages, and
 - There shall be no animation or flashing of any kind in the static message or in between message displays.
- The committee made comments on the government sign exemption and agreed that this exemption should be removed or at least held to the same standard as non-governmental entities. This discussion was ended with the understanding that the schedule would change to allow for the governmental representatives who were not currently present to attend for discussion and debate.

Next Steps

The next meeting will be September 18th, 2008 from 10:00 a.m.-12:00 p.m. in the Lake Townsend Conference Room at the J. Edward Kitchen Operations Center.

We will continue reviewing issues revolving around nonconforming signs and begin discussing digital and electronic signs.